

What is claimed is:

1. A method for setting environment corresponding to a viewer's taste in a digital TV system including a TV connected
5 with a server and a network, the method comprising the steps of:

transmitting environmental information selected by the viewer to the server using an initial menu from the TV to the server;

10 storing the environmental information into the server to correspond to the viewer's taste;

transmitting a download request of environmental information inputted by the viewer from the TV to the server;

transmitting the environmental information corresponding to the download request from the server to the TV; and

15 executing the environmental information downloaded from the TV.

2. The method according to claim 1, wherein in the step of transmitting the environmental information from the TV to the server, the environmental information includes TV address, server
20 address, ID number and viewer selection environment information.

3. The method according to claim 1, wherein in the step of transmitting the download request of environmental information from the TV to the server, the download request includes TV address, server address, ID number and download request code.

4. The method according to claim 1, further comprising the step of outputting the initial menu in response to the viewer's request of environment setting from the TV before the step of transmitting to the server.

5 5. The method according to claim 1, further comprising the step of determining whether or not the viewer is registered based on the ID number included in the environmental information received from the TV.

10 6. The method according to claim 1, wherein the step of transmitting the environmental information from the server to the TV includes the steps of:

determining whether or not the viewer is registered based on the ID number included in the download request received from the TV; and

15 inquiring whether or not there is environmental information corresponding to the ID number.

7. The method according to claim 1, wherein the downloaded environmental information is changed into the viewer's environments through an environment change program.

20 8. A method for controlling a viewer's environment setting in a TV connected with a server and a network, the method comprising the steps of:

outputting initial menu in response to the viewer's request of environment setting;

transmitting a download request of environmental information inputted by the viewer to the server based on the initial menu;

receiving environmental information corresponding to the download request from the server; and

5 changing the former environments into environments suitable for the viewer's taste based on the downloaded environmental information,

wherein the environmental information is inquired from the server based on the viewer's ID number.

10. The method according to claim 1, further comprising the step of transmitting the environmental information selected by the viewer using the initial menu before the step of transmitting the download request of environmental information to the server, wherein the environmental information is stored in the server corresponding to the viewer's ID number.

15. A method for providing a viewer's environments from a server connected with a TV and a network to the TV, the method comprising the steps of:

receiving environmental information selected by the viewer;

20 storing the environmental information corresponding to the viewer's ID number;

receiving a download request of environmental information inputted by the viewer from the TV;

inquiring whether or not there is the viewer's environmental information based on the ID number included in the download request;

reading the environmental information corresponding to the
5 ID number when the viewer's environmental information is inquired; and

transmitting the read environmental information to the TV.

11. A digital TV system for setting a viewer's environments using a network, the system comprising:

10 a server for storing environmental information selected by the viewer, the server providing the environmental information when the viewer requests download;

a network for connecting to the server; and

15 a controller for transmitting the environmental information to the server, the controller transmitting the download request to the server when the viewer requests download of the environmental information, the controller executing the environmental information downloaded from the server and changing the former environments into environments suitable for the
20 viewer's taste.

12. The digital TV system according to claim 11, further comprising a memory for storing a menu for setting environments, a program for executing the environmental information and the viewer's changed environments.

13. The digital TV system according to claim 12, wherein the memory includes at least one of an EEPROM, a flash ROM and an HDD.

14. The digital TV system according to claim 11, wherein the controller reads the initial menu from the memory for allowing 5 the viewer to select the environmental information and provides onto a screen.

15. The digital TV system according to claim 11, wherein the server includes:

a viewer confirmation part for confirming whether or not the viewer is registered;

a viewer request determining part for determining the request received from the controller if the viewer is registered;

a database inquiry part for inquiring the viewer's environmental information based on the ID number if the request is the download request of environmental information; and

a database for storing the environmental information selected by the viewer to correspond to the ID number.

16. A digital TV device connected with a server and a network, the digital TV device comprising:

20 input means for inputting a viewer's environmental information;

display means for providing the viewer with initial menu for selecting the environmental information;

network connecting means for transmitting the environmental information to the server through the network and downloading the environmental information from the server;

storing means for storing the initial menu, environment
5 change program and changed environmental information; and

controlling means for executing the environment change program and controlling for changing the former environments into the viewer's environments if the environmental information is input from the network connecting means through the network.

10. The device according to claim 16, wherein the controlling means reads the initial menu from the memory, outputs the same to the display means, receives the environmental information or a download request from the input means and controls to output the same to the network connecting means.

15. A server system comprising:

a memory for storing database and program; and
a processor connected to the memory and executing the program,

wherein the processor performs, by the program, the steps

20 of:

receiving environmental information selected by a viewer;
storing the environmental information corresponding to the viewer's ID number;

receiving a download request of environmental information inputted by the viewer;

inquiring whether or not there is the viewer's environmental information based on the ID number included in the download
5 request;

reading the environmental information corresponding to the ID number if the viewer's environmental information is inquired; and

transmitting the read environmental information to a TV.